

RATES 2024 & REQUIREMENTS

Formats	Position	IMP daily	price in BGN without VAT
300x600 Half Page	All pages, Up	60 000	30
300x250 Rectangle	All pages, Up	60 000	20
300x250 Rectangle	All pages, Down	60 000	10
970x250 Megaboard	All pages	60 000	35
970x250 Video megaboard	All pages	60 000	40
Videostitial	All pages	25 000	65
H-branding	All pages	25 000	60
H-branding	Home page	5 000	100
Wallpaper	All pages	25 000	50
Parallax mobile	All pages	40 000	25
PR material	Home page		1 200
Native PR material	Home page		1 400
The EVA experiment	Home page		1 700
Instagram post			500
Game	All pages		2 000
Video	All pages		upon request

All prices are in BGN (VAT 20% not incl.)

CPM extra charging

Frequency Capping: daily, weekly, per campaign, per session	15%
* Interstitial and floating formats - FRQ 2 per session	
Fixed category	15%

Deadlines

Booking and materials for banners	1 day
Booking and materials for Over the page and Site take over formats	2 days
Booking and materials for Native PR and Game	3 days

Technical requirements

300x250 - up to 50 kb
 300x600 - up to 69 kb
 970x250 - up to 69 kb
 All video formats - script